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The Heart of the Grain Crop

The Seed

**COKER'S
PEDIGREED
SEED**
BLOOD
WILL TELL

The factor that largely determines quality, stand, maturity, disease resistance, as well as the ultimate yield.

PEDIGREED Seed insure the proper foundation, a right start, a vigorous growth and also a satisfying yield.

*Bulletin--Fall and Winter
1923-1924*

PEDIGREED SEED COMPANY

HARTSVILLE

David R. Coker, Pres't.

SOUTH CAROLINA



The Value of Plant Breeding

The highest success in agriculture cannot be attained without the recognition and employment of two natural laws. These are the "Law of Heredity" and the "Law of Variation." The law of heredity means that plants and animals transmit to their offspring their own qualities, whether good or bad. The law of variation means that no two plants or animals are exactly alike—that even in pure bred families all descended from one set of parents (or from a single parent as in cotton and other bisexual plants) the individuals differ in some of their characters. Those who understand these two laws recognize the necessity of continuous breeding of both plants and animals. There is no such thing as an unvarying strain of either plants or animals. No matter how pure the strain may be, constant selection of the best individuals as parents is necessary if the strain is to be kept up to a high and improving standard.

Strange to say, while the average farmer has understood the value of pure bred animals almost from the earliest times, it has only been in recent years that a just appreciation of plant breeding is beginning to prevail. Thousands do not yet appreciate the simple and undeniable fact that families of pure bred plants descended from individuals which have been tested against thousands of others and whose progeny has proved for several generations to be more productive and more valuable than any other strain, are necessary for the greatest success in farming.

Some who do appreciate the work of the scientific plant breeder imagine that pure pedigreed strains of seed are too expensive for general use. This may be true of pedigreed animals where individuals with high records, whose increase is limited to a very few offspring per year, can only be obtained for thousands of dollars each.

With plants which are propagated by seed, however, the story is entirely different. The best strains of the scientific plant breeder, although comparable with the very finest pure bred herds, can be obtained at almost no cost per individual plant. Take our new Redhart Wheat for instance.

There are over 800,000 seeds in a single bushel. That means 1,600 seed for one cent, each of which is capable of producing in a few generations an astounding amount of grain.

A bushel of pedigreed cotton seed contains from 90,000 to 200,000 separate seeds. If one of these seeds is increased at a moderate rate for nine generations it could seed the entire cotton acreage of the world.

The new pure bred strains put out by the conscientious plant breeder are always better than the preceding strains. The record of the new Redhart Wheat, for instance, shows it to have averaged 32.4 per cent more yield than the three most popular wheats in this section for five years. To be conservative, however, let us assume that the average new pedigreed strain is only five per cent more productive than the parent variety. What will that mean to the farmer in terms of net profit? Under present conditions we doubt if the best farmers are averaging ten per cent profit on their operations, but let us assume that figure to be correct. If their yields can be increased by five per cent that would mean 50 per cent increase in their profits. In other words, if a farmer operating a hundred acre farm is now making a gross out turn of \$10,000.00 in produce, \$1,000.00 of which is net profit, if he can secure strains of seed which will increase his produce to \$10,500.00 he will make a net profit of \$1,500.00 per year instead of \$1,000.00. Thousands of farmers all over the Belt **have** increased their profits many fold by every year securing our best strains of seed as they were introduced. Many pursue the practice of buying sufficient seed of each of our best and latest varieties every year to plant an acreage from which to grow their own seed for their entire crops the following year. This is an excellent practice and if followed will secure the results of our breeding work at a cost so cheap as to be inconsiderable.

Not only does the farmer who buys our pedigreed strains of seed get the best that our large organi-



The Value of Plant Breeding

(Continued)

zation of college bred plant breeders has been able to produce, but he gets seed grown under good conditions and threshed or ginned so as to prevent mixing. They have also been re-cleaned, properly stored and tested for germination. Our pedigreed seed are all grown in the Cotton Belt for the Cotton Belt climate and conditions. Seed, especially corn and small grains, have frequently been brought into the South from other sections of the country and have often proved to be absolute failures here, although they may have done excellently in the locality of their origin. Last year a certain variety of wheat which had made an excellent reputation in the Middle West was sold in some quantities to North Carolina farm-

ers. It proved an absolute failure under North Carolina conditions.

Thousands of farmers visit us every year to observe our methods of farming and plant breeding. We welcome these visitors and are glad to give any farmer the benefit of our agricultural experience. These visitors will testify that by the use of the best seed, good culture and intelligent handling of insect problems, we are producing excellent yields of all the standard farm crops which we are breeding.

PRESIDENT

PEDIGREED SEED COMPANY

IMPORTANT ANNOUNCEMENT

It is a pleasure to call to the attention of our customers and friends the fact that all prices on grains are quoted with **freight prepaid** to any freight station east of the Mississippi River, on orders weighing 100 pounds or more. This enables each purchaser to know to a penny just what his order will cost him delivered at his freight station.

FOR YOUR PROTECTION

Coker's Pedigreed Seed are sold only under our registered trade mark and official O. K. as reproduced herewith and are all sent out **only** in bags labelled "Coker's Pedigreed Seed" and are **officially sealed** before leaving our warehouse. No seed is **genuine** "Coker's Pedigreed Seed" unless it bears **our official O. K. under our seal and our registered trade mark**. Do not be deceived. Insist on having genuine "Coker's Pedigreed Seed." Our competitors offering seeds originated by us are, of course, selling stocks from our older strains which do not equal our newer strains in pedigree or performance record and which, even if raised under the best conditions, have begun to deteriorate in some of their characteristics.



The seed contained in this bag has met every requirement of the Plant Breeding Department of the Pedigreed Seed Company as to breeding, true ness to type, germination, test, cleaning and grading, and has received the official O. K. of the Company. No seed is genuine COKER'S PEDIGREED SEED without this O. K.

(Signed) D. R. Coker, President,
Herbert J. Quebler, Gen. Mgr.

PEDIGREED SEED COMPANY



THIS TRADE-MARK, which is registered in the United States Patent Office, appears on every bag of genuine "COKER'S PEDIGREED SEED" sent out by the Pedigreed Seed Company. Look for this trade-mark and protect yourself against inferior imitations.

PEDIGREED SEED CO.,
Hartsville, S. C.



Wheat Versus Oats as a Money Crop

There is an idea prevalent among many farmers that wheat is unprofitable as a cash money crop; that the same acreage planted in oats will produce a sufficient surplus profit to more than pay for the flour that can be realized from the same acreage of wheat.

There is no doubt about the money making possi-

bilities of oats under normal conditions, yet we can, without discouraging the planting of oats in the least, unhesitatingly stress the importance of wheat as a profitable crop on lands adapted to its growth. The figures in the table below taken from the U. S. D. A. year book covering a five-year average, are ample proof of the value of wheat as a money crop:

STATE	Wheat 5-Year Average Yield	Oats 5-Year Average Yield	Wheat Farm Value Per Acre	Oats Farm Value Per Acre	Dollars Per Acre in favor of Wheat over Oats	1921	
	1918-22	1918-22	1917-21	1917-21		Wheat Acres	Oats Acres
Alabama	9.5	19.4	\$21.85	\$17.55	\$ 4.30	20,000	308,000
Arkansas	10.7	23.7	20.71	18.44	2.27	103,000	300,000
Georgia	9.8	20.0	24.36	20.33	4.03	138,000	412,000
Kentucky	11.2	21.5	21.70	17.62	4.08	634,000	293,000
Mississippi	13.3	18.4	32.15	16.73	15.42	6,000	147,000
N. Carolina	8.6	18.9	18.66	16.93	1.73	600,000	170,000
Oklahoma	12.9	25.8	21.74	15.95	5.79	3,786,000	1,765,000
S. Carolina	10.2	23.4	27.16	21.70	5.46	118,000	338,000
Tennessee	9.7	20.6	18.60	17.30	1.30	450,000	260,000
Texas	11.5	23.9	22.41	16.65	5.76	2,081,000	1,865,000
Virginia	11.7	21.5	22.93	18.96	3.97	847,000	163,000

From the above table we see that the five-year (1918-1922) average yield of wheat in general is just about one-half the yield of oats but the average farm value per acre on wheat in every state during the five-year period (1917-1921) is above the acre value of oats for the same period. Thus we clearly see that **wheat has been a better money crop than oats** in every Southern state.

YIELDS ENTIRELY TOO LOW

While the yields of both wheat and oats as shown above are low, yet the yield per acre for wheat is very strikingly low, and, one of the main causes for this low yield is poor planting seed. The secret of success in wheat planting, as in other crops, is found in the **selection of the foundation stocks**, the buying of high quality, pure, productive, pedigreed seed wheat. Under normal conditions low yields from pure, pedigreed strains of seed wheat are seldom found in the South. Had each Southern farmer bought only one bushel of pure blood, pedigreed seed wheat for each season in the period covered by the tabulation, the value of the Southern wheat crop would have been increased by millions of dollars.

Many farmers make the very serious mistake of becoming frightened at the cost of the best seed, not realizing that **it is only necessary to buy a few bushels each year.**

A NEW SUPERIOR WHEAT

Another very important cause contributing to low yield in the South is the fact that up to this time no really **superior wheat**, combining heavy yield and adaptability to Southern conditions, has ever been developed and introduced. That we have now successfully overcome this handicap by developing our **Redhart** variety, is proved by the history and records of this superior new wheat as related on pages 5, 6 and 7. It is being offered this season for the first time and no Southern wheat grower can afford to overlook this opportunity to secure at least enough seed of this **excellent new variety** to produce his seed stocks for the coming season. It has averaged in our tests **more than 32 per cent increase in yield** over the average of the three leading Southern varieties—an astonishing, almost unbelievable increase which will many times over pay for the small investment in cost of seed.



Madame
Gaudichau

Peony Plants

from Peterson Nursery, Chicago

Chicago, Ill., March 13, 1924

I have this day sold to Northbrook Gardens, Glencoe, Ill., P. L. Battey, Prop., all of my remaining stock of peonies, in addition to large quantities previously purchased, including over seventy five varieties rating from 8.6 to 9.9 inclusive, also most of the best new unrated varieties, together with my complete mailing and customer lists, all cuts and forms for continuing my Master List of Peonies.

It is my understanding that Mr. Battey intends to maintain the same high quality of stock and service, which has been my practice for so many years.

Wm A Peterson

NORTHBROOK GARDENS

453 Skokie Road P. L. BATTEY, Proprietor Glencoe, Illinois

Post Card

ONE
CENT
STAMP
HERE

Dear Sir:

I am interested in Peonies — peerless aristocrats of the hardy garden — world's best varieties. Please send me the Northbrook Gardens Master List of Peonies with prices (formerly issued by Peterson Nursery).

(Please write name and address plainly)

Name _____

Address _____

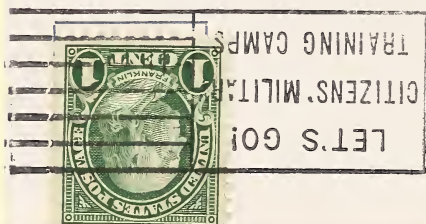
Northbrook Gardens

453 Skokie Road

Glencoe, Illinois

U.S. Dept of Agriculture
Bureau of Plant Industry
T.C. Corbett, Horticulturist
In charge
Washington, D.C.

King of England



It will be noted from Mr. Wm. A. Peterson's letter, we have purchased from him a large quantity of peony stock in all of the best varieties and will be able next September to supply fine, healthy plants, direct from the Peterson Nursery where they are now growing. Peterson's Peonies have been noted for their vigor, floriferousness, color and fragrance. Those who know the quality of Mr. Peterson's plants will appreciate this opportunity. All roots furnished will be under our 3 for 1 guarantee (formerly made by Peterson Nursery and which we shall continue).

Two sizes of plants will be available: *Two-eye balanced root division, three to five-eye standard root division.*

Our own large stock is grown in the deep black clay loam of Northern Illinois, under ideal conditions for peonies. Our place is located five miles due west of Glencoe on the Dundee concrete road (twenty miles north of Chicago).

Northbrook Gardens P. L. BATTEY, Prop.

453 Skokie Road, Glencoe, Ill.



Coker's Pedigreed Redhart Wheat

(A New Variety)

For years the wheat lands of the South have been sorely in need of an early maturing, disease resisting, heavy yielding, high quality, variety of wheat. Early maturing, to avoid as much of the rust attack as possible; disease resisting, to produce a good crop under adverse conditions; heavy yielding, to offset the recognized principal disadvantages of wheat planting as shown by the five-year average; and quality product, to produce a superior milling quality of excellent gluten content.

Our experimental wheat breeding work began years ago, aiming at the production of an **ideal wheat**. Selecting the very best strains available, we have after years of breeding succeeded in developing a pedigreed wheat possessing all of the desirable qualities mentioned above. We offer the results of our labor, **Redhart** wheat, this year for the first time, fully confident that it will, when generally distributed, have a tremendous influence in increasing wheat yields throughout the South.

DESCRIPTION

PLANT—Erect in type of growth with broad leaves and good stooling character.

SEASON—Very early, avoiding most rust injury.

HEADS—Beardless, erect, square, four full rows of grain, cream to yellow, compact, fine storm and shatter resistance.

YIELD—From 20 to 50 per cent greater than wheats now generally planted throughout the South, assuring a tremendous increase in wheat yield generally. This excellent new variety should put the Southern wheat crop on a good paying basis.

PRICES—Coker's Pedigreed Redhart Wheat, per bushel \$5.00; 10 bushels and above \$4.80 per bushel; One-half bushel \$2.60; Peck \$1.40. **Freight prepaid on orders weighing 100 pounds or more to any freight station east of the Mississippi River.**

GRAIN—Plump, horny, high gluten and excellent milling qualities. Weight 62 to 63 pounds per struck bushel.

STRAW—Strong, stiff, erect.

RECOMMENDATION

We urgently recommend the purchase this season of at least enough **Redhart** seed to produce your seed stocks the following season. This means only an extra investment of about 15 cents per acre for your foundation seed stocks next year.

Your returns in increased production, even at present low prices with no additional labor or fertilizer, should be from \$4.00 to \$10.00 per acre. Let your order come forward by first mail.

WHEAT AND OAT SMUT

To insure your wheat and oat crops against loss from smut, use treatments recommended by Farmers' Bulletins Nos. 507 and 939, and Bureau of Plant Industry Bulletin 152. These Bulletins can be obtained direct from the U. S. Department of Agriculture or through your Representative or Senator.

OUR AIM

We do not intend ever to produce cheap seed. We originate new and better varieties and produce the best seed available of those varieties. We always breed for highest quality and such quality cannot be had at a low price.





The Pedigree of Redhart Wheat

Our first selections from Red May were made in 1916 from mass selected increase fields of this variety. These were planted in a plant-to-row test that fall. Five of the heaviest yielding, best type rows were saved the following year (Nos. 7, 12, 13, 19 and 21) and planted in increase blocks

and variety tests---1917. The following year Nos. 13 and 19 were discarded and Nos. 7, 12 and 21 were selected for increase. Since then we have been further increasing and testing Red May 21 against many other varieties and more recent pedigree.

FAR AHEAD IN TESTS

Comparing its five-year variety record with purified mass selected strains of three of the accepted best adapted Southern varieties, we see that in every test **its yield per acre is ahead** of the highest any year and the five-year average yield is 25 per cent more than that of Red May, 50 per cent more than Leaps Prolific and 22.2 per cent more than Blue Stem.

Table Showing Comparative Yield of Redhart, Red May, Leaps Prolific and Blue Stem Wheats.

Year	BUSHEL PER ACRE			
	Redhart	Red May	Leaps Prolific	Blue Stem
1917	40.2	32.5	28.3	22.9
1918	48.9	33.1	28.1	47.0
1919	24.3	22.5	17.7	23.6
1921	31.2	28.0	26.9	25.1
1923	25.9	20.3	12.5	21.0
Average	34.1	27.3	22.7	27.9

FIELD YIELD EXCELLENT

In increase fields the record has been equally as good. On our farms the average yield with **Redhart** this year was **28 1-2 bushels per acre**. Mr. B. W. Segars, an ex-member of the Legislature of S. C., from Lee County, Postoffice, Woodrow, S. C., was so struck by the appearance of

one of his fields on which **Redhart** followed velvet beans and corn that he measured off a six-acre block and threshed and weighed separately. He found the average yield to be **35 2-3 bushels per acre**.



Increase Field Coker's Pedigreed Redhart Wheat.



An Interesting Story Told in Figures

RESULTS OF VARIETY TESTS ON WHEAT 1922-1923

Row No.	Variety Name	Bu. Per Acre	Yield Rank
1	Redhart (Check)	26.6	
2	Red May	20.3	14
3	Redhart	25.9	1
4	Red May—7-3	18.4	28
5	Red May—111	19.7	18
6	Red May—125	19.5	20
7	Red May—21-12	22.2	5
8	Red May—B. W.-1	20.5	12
9	Red May—B. W.-2	20.0	17
10	Red May—B. W.-3	18.4	29
11	Red May—B. W.-4	17.7	31
12	Red May—B. W.-8	18.7	24
13	Red May—M. W.-4	22.2	6
14	Red May—M. O.-1	14.8	37
15	Red May—M. O.-6	22.0	8
16	Red May—151	20.2	15
17	Red May—21-35	23.1	2
18	Red May—21-37	20.2	16
19	Red May—21-48	21.2	9
20	Red May—36-22	20.3	13
21	Red May—36-34	20.8	11
22	Redhart (Check)	21.1	
23	Red May—36-44	18.5	27
24	Red May—36-46	19.6	19
25	Red May—36-48	17.6	32
26	Red May—36-51	16.0	33
27	Fulcaster General	10.9	43
28	Fulcaster—11	18.8	23
29	Fulcaster—12	19.0	22
30	Fulcaster—29	15.8	35
31	Fulcaster—30	18.5	26
32	Fulcaster—37	17.2	33
33	Fulcaster—40	19.4	21
34	Fulcaster—41	15.6	36
35	Blue Stem	21.0	10
36	Blue Stem—38	18.0	30
37	Blue Stem—53	22.1	7
38	Golden Chaff—42	18.6	25
39	Leaps Prolific	12.5	40
40	Leaps Prolific—55	23.0	3
41	Currell	14.3	38
42	Redhart (Check)	29.7	
43	Theiss	3.6	47
44	Kanred	5.4	46
45	Weissenberg	22.3	4
46	Pennsylvania	12.0	41
47	Blue Ridge	13.3	36
48	Mich. Amber	11.3	42
49	Matakoff	6.5	45
50	Banak	7.8	44

This table gives an excellent picture of the work done by our experimental farms not only in selecting the very best strain of generally used wheat as a parent type for the development of **Redhart** but also for testing the comparative value of **Redhart**. Its excellent standing has proved its worth and justified our belief that it is the **best strain of wheat** for the Cotton Belt.

Kanred is a good wheat in certain sections but here it produced only 5.4 bushels per acre. True it is resistant to twenty-two forms of rust but it is susceptible to eleven or more other forms and with us it rusted very badly. It is a very late maturing wheat, as are Theiss, Matakoff and Banak, and through years of testing and selecting we have found that the only wheats that can be depended on under our conditions are the early maturing varieties such as Red May and Blue Stem or Purple Straw which by their early maturing escape severe damage from rust. These are good, dependable varieties for the cotton belt farmers, provided pure seed can be secured. Most commercial seed that we have been able to secure, however, have been badly mixed. The first work that we did, after finding that these were well adapted varieties for our conditions, was to secure seed of these two varieties from the best available sources and to mass select to their true type and increase. From these fields we made selections for our pedigreed breeding work. At the same time we have been carrying on breeding work with Leap's Prolific, Forty-fold, Golden Chaff and Fulcaster.



This trade mark is your insurance that the seed which it accompanies is safe, pure, and of the best quality. Just look for the Red Heart. "Blood Will Tell."

FREIGHT PREPAID

We prepay all freight charges to any freight station east of the Mississippi River on all orders for grain weighing 100 pounds or more.



Coker's Pedigreed Fulghum Oats--Strain No. 2

Every Southern farmer knows that the **Fulghum Oat** has earned a permanent place as a **most valuable variety** for the South. It and the Red Appler rank easily as the two most satisfactory varieties for Southern conditions.

Until last year our breeding work and distribution embraced the offering of both the Fulghum and the Red Appler varieties, the former because of its very early maturity and the latter because

of its higher yielding ability. However, with the introduction of our **Pedigreed Fulghum Strain No. 2** last year, all cause for the further offering of Red Appler was entirely eliminated for the very simple reason that this valuable strain actually **outyielded the finest strains** of Pedigreed Red Appler. At the same time it retained its original early maturity together with all other desirable characteristics.

MORE DOLLARS PER ACRE

By referring to the table on the opposite page we readily see the value of the pedigree of our **Fulghum Strain No. 2**. Grown side by side with the very best, sown at the same time, same rate, same amount and kind of fertilizer, and on uniform soil it produced an average of 5.45 bu-

shels per acre more than general Fulghum; 10.94 bushels per acre more than General Appler; 8.68 bushels per acre more than the 100-Bushel variety, and 2.27 bushels per acre more than the best bred Pedigreed Red Appler.

DESCRIPTION

Grains of **Pedigreed Fulghum Strain No. 2** fill well, are plump and heavy. This oat contains 70 per cent meat and 30 per cent hulls. If produced under best conditions it will weigh 37 to 38 pounds per settled struck bushel. Straw

very stiff and seldom lodges badly. Possesses cold resistance which is frequently a great advantage. When planted early is rarely injured by rust and seldom injured to any extent by smut, two very important characteristics.

PRICES: Coker's Pedigreed Fulghum Oats Strain No. 2, per bushel \$2.00; 20 bushels and above \$1.90 per bushel. **Freight prepaid on orders weighing 100 pounds or more to any freight station east of the Mississippi River.**



Plant-to-Row Variety and First Year Increase Plots of Small Grains



Coker's Pedigreed Fulghum Oats--Strain No. 3

DESCRIPTION

SEASON—Very early.

STRAW—Very stiff.

HEADS—Long, short branched, compact.

YIELD—Better than any other Southern variety of which we know.

GRAINS—Very large, plump, well filled, weighing 38 to 39 lbs. per settled struck bushel.

PLANT—Erect, medium height, leaves broad, good stooling qualities.

PRICES:—Coker's Pedigreed Fulghum Oats—Strain No. 3 per bushel \$3.00; 20 bushels and above \$2.85 per bushel. **Freight prepaid on orders weighing 100 pounds or more to any freight station east of the Mississippi River.**

PEDIGREE

In our 1918 plant-to-row of this variety, the yields of the individual selections ranged from 55.9 for the lowest to 89.7 bushels per acre for the highest. From this highest yielding plant our **Strain No. 3** is descended. A glance at the fol-

lowing four-year yield record in variety test will convince any one that Strain No. 3 is a progeny of a very **superior pure line** and that "Blood Will Tell."

Table Showing Comparative Yields of General and Pedigreed Strains of Oats

Variety Name	Yield in Bushels Per Acre in Variety Test				Average Yield in Bushels Per Acre
	1918	1919	1921	1923	
Fulghum General	50.00	57.20	54.50	43.60	51.33
Fulghum 46—(Strain 2)	59.40	53.80	67.90	46.00	56.78
Fulghum 74—(Strain 3)	89.70	49.20	69.67	47.40	63.99
Appler General	42.70	53.50	48.85	38.30	45.84
Coker's Pedigreed Appler	53.70	58.70	56.44	49.20	54.51
100 Bushel	42.90	57.90	52.38	39.20	48.10

1920. Test ruined by winter killing.

1922. The test was so badly damaged by mildew and lodging that no yield record could be obtained.

MOST DOLLARS PER ACRE

Total yield per acre counts. It is the standard by which the value of any crop is measured. The **greater the yield, the greater the value in dollars.** In the above tabulation the four-year average yield of **Fulghum Strain No. 3** is 63.99 bushels per acre, whereas the average for Improved Fulghum is 51.33, a difference of 12.66 bushels per acre in favor of **Fulghum Strain No. 3.** Likewise it outyielded General Appler 18.15 bushels per acre, with 15.89 bushels more per acre than the 100 Bushel variety and 9.48 bushels per acre more than our best Pedigreed Red Appler.

We make the statement frankly and unhesitatingly that in the development of this oat we have accomplished far more than we ourselves had hoped for. It is our opinion that this is the **most valuable** oat ever produced for Southern Conditions.



Our trade mark stands for the nearest approach to perfection that can be attained in seed quality.



Coker's Pedigreed Abruzzi Rye--Strain No. 4

Coker's Pedigreed Abruzzi is a Thoroughly Established Excellent Rye. Generally Recognized as the Peer of Ryes Planted in the South. The Standard for all Southern Sections.

DESCRIPTION

PLANT—Strong, vigorous, rapid growing.

SEASON—Earlier maturity than other varieties.

GRAIN—Large, heavy, plump, and of good type. Weight 58 to 60 pounds per settled struck bushel.

HEADS—Large, long, square; excellent filling qualities.

STRAW—Tall, blue green to white, fibrous, rigid.

YIELD—10 to 50% greater than any other variety tested by us. Greater even than our own former pedigreed strains.

PRICES:—Coker's Pedigreed Abruzzi Rye—Strain No. 4, per bushel, \$5.00; ten bushel and above \$4.80 per bushel; one-half bushel \$2.60; peck \$1.40. **Freight prepaid on orders weighing 100 pounds or more to any freight station east of the Mississippi River.**

HISTORY

It was through the labors and activities of this Company that the commercial introduction of this **superior Rye** was accomplished. The efforts of the United States Department of Agriculture to introduce this Rye in 1906 (originally from Italy) for some reason failed to attract attention. From 1909 to 1913 we offered seed improved from mass selection and in the fall of 1913 offered our first pedigreed strain. Since that time its **popularity has increased rapid-**

ly until today it is almost the only Rye planted in the eastern cotton belt and is generally recognized to be the best variety grown anywhere in the South.

So far as we have been able to learn, practically all seed of this **excellent variety** now planted in the South are descended from the strains introduced by us. We have regularly continued our pedigree breeding and have sent out several new and more highly improved strains.

STRAIN NO. 4—OUR LATEST AND BEST

Strain No. 4 is two generations from our selection No. 3 of Abruzzi and is the **best strain** we have yet bred. In 1920 in second year increase block, planted on very light sandy soil, it produced at the rate of **25.14 bushels per acre** net and its five-year average production in plant-

to-row variety and increase is **36.15 bushels per acre.**

The plants are erect in type of growth, stool profusely and mature earlier than any ryes we have had in tests. The early maturity of **Strain No 4**, together with its rust resistance, renders it almost immune to rust injury.

TESTED, RECLEANED AND GRADED

Our seed are carefully tested for germination and purity and are also carefully recleaned and graded. Every single lot of seed must absolutely measure up to our high standard before they are sent out. Our trade mark is your protection. It speaks for itself.





Valuable New Strains of Cotton

Scientific Plant Breeding means more **profit to the farmer** through the creation and introduction of new strains of seed that bring in more

dollars. It is with pleasure we announce two **valuable new strains** of staple cotton seed which we will offer the coming season:

COKER'S PEDIGREED DELTATYPE WEBBER—Strain No. 2

Staple—1 5-16" to 1 7-16".

Season—Early.

Picking Qualities—Good.

Per Cent. Lint—31 to 33.

Type of Plant—Erect, medium, open.

Size of Boll—Large, 60 to 65 to lb.

Deltatype Webber, Strain No. 2 stands at the head of all 1 $\frac{5}{16}$ " to 1 $\frac{7}{16}$ " cottons in **net dollars returns** per acre. We heartily recommend it to the many growers of the parent strain as it is

Record of Deltatype Webber—Strain No. 2

	Seed Per Acre	Cotton Per Acre	Lint (Baled) Per Acre
1920 Plant-to-Row	1869 lbs.	611 lbs.	
1921 Variety Test	1573 lbs.	535 lbs.	
1922 Variety Test	1587 lbs.	516 lbs.	

$\frac{3}{4}$ " to $\frac{1}{8}$ " longer, a heavier producer, is more uniform, picks easier, fruits earlier and has the same thick, tough, fibrous boll that is such an important factor in boll weevil resistance.

COKER'S PEDIGREED LIGHTNING EXPRESS—Strain No. 3

Staple—1 3-16" to 1 1-4".

Per Cent. Lint—32 to 33.

Season—Very early.

Type of Plant—Erect, very open.

Foliage—Very thin, small leaves.

Picking Qualities—The best.

The Parent Strain No. 1 of this variety in 1922 **outyielded all varieties** both short and long, in variety tests conducted in Georgia and the two Carolinas. Yet our **new Strain No. 3**, produces

Record of Lightning Express—Strain No. 3

	Seed Per Acre	Cotton Per Acre	Lint (Baled) Per Acre
1920 Plant-to-Row	1934 lbs.	646 lbs.	
1921 Variety Test	1643 lbs.	531 lbs.	
1922 Variety Test			
Planted May 12	1481 lbs.	502 lbs.	

more and is also earlier than either Strain No. 1 or No. 2, has a smaller stalk, and gives a 2 per cent higher lint yield. It also shows more wilt resistance than either of the other strains.

NOTE:—We will be glad to book your order at this time for either of the above valuable strains, subject to your acceptance of prices which will be announced a little later and also to the usual crop out-come conditions. In this way you have every reasonable assurance that your requirements will be taken care of.

ANNOUNCING NEW PEDIGREED STRAINS OF PORTO RICO AND NANCY HALL SWEET POTATOES

Several years ago we took up the breeding of that most important food crop—the sweet potato. We have now produced and will offer this fall Pedigreed strains of those most popular varieties, Porto Rico and Nancy Hall. These strains are much heavier yielders and more uniform than the parent strains.

Better the Seed



Better the Crop

Coker's Pedigreed Washington Asparagus

The Best High Producing, Tender, Green Asparagus for Market and Home Use.

The Pedigreed Seed Company maintains the leading source of **pure seed** of the celebrated Washington and Mary Washington strains of Pedigreed, high yielding Asparagus. These seed fields have been under the personal supervision of Prof. J. B. Norton, the originator, since they were planted and all our seeds and roots are

graded under his direction. Most of the fields of the Washington strains now in America have come from our present stocks. Any one desiring to establish a seed field should get the best—direct from the original reselected stocks. Our fields are isolated from all inferior strains and are constantly being improved by breeding.

“Mary Washington is so much better that you can see the difference.”—J. B. Norton.

Already we have booked many orders against this year's stocks, totalling a large percent of our available supply. Last year all stocks of the Mary Washington seed were

booked entirely up before harvest. Mail us your order promptly. Shipment will be made at your convenience between harvest and planting time.

PRICES

Reselected Pedigreed Washington Seed—prices postpaid; Packet 25c, 1 oz. 35c, $\frac{1}{4}$ lb. \$1.00, $\frac{1}{2}$ lb. \$1.90, 1 lb. \$3.30, 5 lbs. and above \$2.75 per lb.

Pedigreed Mary Washington Seed—prices postpaid; Packet 30c, 1 oz. 50c, $\frac{1}{4}$ lb. \$1.75, $\frac{1}{2}$ lb. \$3.00, 1 lb. \$5.00, 5 lbs. and above \$4.00 per lb.

Reselected Pedigreed Mary Washington Seed—prices postpaid; Packet 60c, 1 oz. \$1.00, $\frac{1}{4}$ lb. \$3.50, $\frac{1}{2}$ lb. \$6.00, 1 lb. \$10.00, 5 lbs. and above \$8.00 per lb.

Selected Pedigreed Mary Washington Roots—prices not prepaid; 50—\$1.75, 100—\$3.00, 500—\$13.75, 1000—\$25.00 per thousand.

One pound of Mary Washington seed will plant $2\frac{1}{2}$ acres in four foot rows.

Reselected Pedigreed Mary Washington Roots—(Breeding stock; seed from original first generation Mary Washington) prices not prepaid; 50—\$3.50, 100—\$6.00, 500—\$27.50, 1000—\$50.00 per thousand. These roots are the largest and finest one year old roots we ever saw.

Write for bulletin on Washington Asparagus.



Natural Size Pedigreed Mary Washington Asparagus Tips (Two years old from seed)



Diamond Soda Distributor

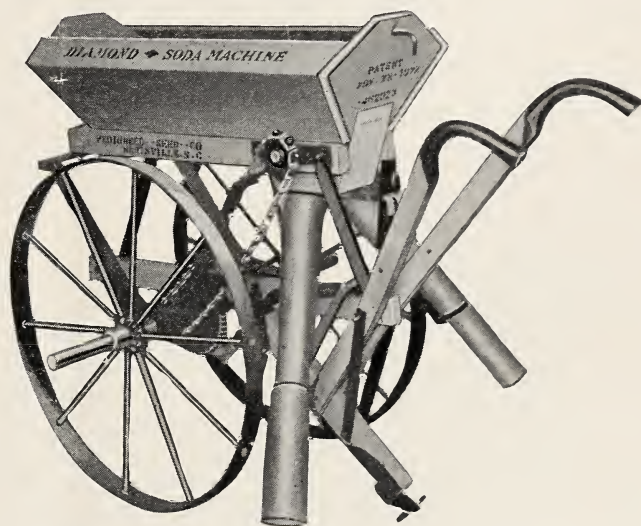
One of the prime difficulties with the distribution of fertilizers, particularly Nitrate of Soda, is that of an **even distribution**. The old hand method leaves a heavy quantity here, not enough there, which often results in spotted and ugly rows. One plant is frequently damaged while its neighbor starves. Another difficulty with Soda is

that of **pulverizing**. Large lumps hand broken are seldom reduced to an economical size, thus much of the material goes to waste and is never used by the plant. Since the beginning of the extensive use of Soda the problems of pulverizing and distribution have been a burden to the farmer. The

Diamond

NITRATE OF SODA AND FERTILIZER DISTRIBUTOR

Overcomes both problems in one operation. It **completely pulverizes** and **evenly distributes** the material on one or two rows at one operation, thus saving **time, money, trouble** and insuring greater and more **uniform efficiency** of your Soda. It does not broadcast and is used only for row distribution in side applications. Its efficiency and economy enables it to pay for itself in a short time.



DESCRIPTION

Grinds nitrate of soda and other lumpy fertilizer into pea size or smaller. Evenly distributes 50 to 600 pounds per acre covering either one or two rows at each trip. Each lump is ground into **small particles**, divided and **equally fed** to two distributing spouts. Spouts and wheels are

readily adjustable to different width rows and fertilizer placed just where it is wanted. A shut-off prevents waste at end of rows. Exceptionally light draft—one mule easily covers 15 to 16 acres per day. It is an exceptionally durable machine, well built and capable of long wear.

PLACE YOUR ORDER NOW

The hearty welcome accorded the introduction of the Diamond Soda Distributor has now induced us to take over **all manufacturing rights** in addition to the **exclusive sales rights** which we obtained last spring. The manufacturing plant is being considerably enlarged and we shall

exert every effort to supply the demand, yet the output capacity is still limited. We urge that you place your order at once for later delivery. By so doing you make sure your requirements for one or more of these **efficient machines** will be taken care of.

PRICE:—\$30.00 each f. o. b. Hartsville, S. C., or Canton, Miss. Send orders to Pedigreed Seed Company, Hartsville, S. C., or Pedigreed Seed Company, Jackson, Mississippi.

Better the Seed



Better the Crop

Diamond Soda Grinders

In the preparation of Nitrate of Soda, particularly for general broadcasting or mixing with other fertilizers, it is essential that the soda be **thoroughly pulverized** to admit of a uniform, most economical distribution. Thousands of farmers who for years have been looking for a practical method of solving this problem satisfactorily, will gladly welcome the introduction of the two efficient Diamond Soda Grinders illustrated on this page.

Both machines are built upon the same grinding principle. The same **efficient thorough pulverizing** is done by both, and both are designed to crush soda in the **most practical, time-saving and economical way**. Both are easy to handle, the only material difference being the size.

Diamond Soda Grinder No. 2

A very simple, hand power durable machine, easily fed with one hand while propelled by the other. A second operator can be used to advantage in shovelling the pulverized soda into sacks as it passes through the machine. In both the No. 2 and the No. 3 Grinders a cast metal screen prevents soda leaving the grinding chamber until thoroughly pulverized, which feature insures the crushing of soda into small particles. It is a handy, light machine and can be easily carried from place to place or loaded into open truck or wagon and hauled to the field for immediate service. Can be equipped with power pulley if desired at slight extra cost. Capacity 6 to 8 tons per day.



No. 2

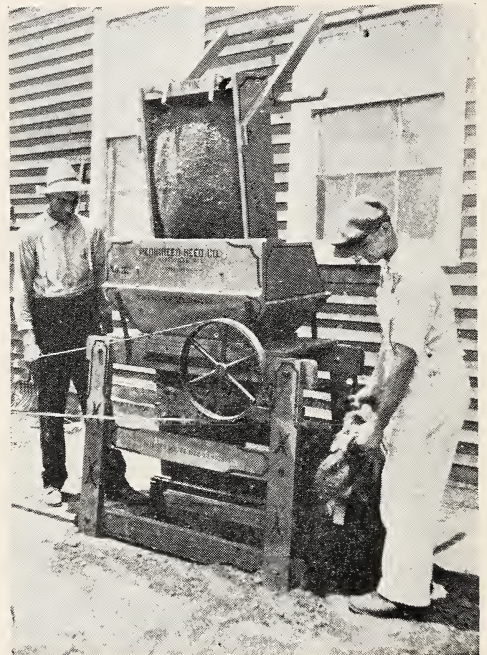
Saves Time
Saves Trouble
Saves Money
Crushes Uniformly
Rapid, Efficient
Durable,
Substantial
Pays for Itself
in Short While

No. 3

Diamond Soda Grinder No. 3

A thoroughly practical, power driven grinder, propelled by tractor, one-horse power motor or light gas engine. Substantial and durable. Specially constructed feed case holds sack of uncrushed soda, which when automatically turned up-side-down (see cut below) feeds through the hopper into grinders. Equipped underneath with a special delivery carriage which allows the sewing and unloading of one sack while another is being filled, thus saving time. Simple, no delicate parts. Two to four men required to operate. Capacity 15 to 20 tons per day.

Nitrate of Soda should be used as quickly as possible after grinding.



Patented Burrs in grind box are so constructed as to **positively eliminate choking, clogging and sticking.**

PRICES:—Diamond Soda Grinder No. 2 \$28.50 each; Diamond Soda Grinder No. 3 \$65.00 each, f.o.b. Hartsville, S. C., or Canton, Miss. Send orders to Pedigreed Seed Company, Hartsville, S. C., or Pedigreed Seed Company, Jackson, Miss. Only a limited production of these machines can be expected the coming season. Avoid uncertainty by placing your order at once for later delivery.

PEDIGREED SEED COMPANY. SOLE MANUFACTURERS AND DISTRIBUTORS



A Prime Factor in Economical, Efficient Farming

Hundreds of thousands of dollars have been lost to Southern farmers by the planting of small, undeveloped, shriveled, defective, injured, rotted and non-productive seed as well as chaff and trash. The average seed usually used contains an astonishingly large percentage of waste. To in-

vest acreage of good land, fertilizer and effort trying to make dead seed and trash grow is ridiculous, and yet a nice margin of profit is quite frequently lost to the planter through lack of care in cleaning and grading his seed. Common seeds frequently runs 10 to 25% unproductive.

COKER'S SPECIAL "CLIPPER" SEED CLEANERS

Removes all light, immature seed and all trash and foreign matter—by double screens and vertical air blast method. The most effective seed grader on the market. **Does effective work** with all Southern seeds, including Wheat, Oats, Rye, Barley, Cotton, Cow Peas, Sorghum,

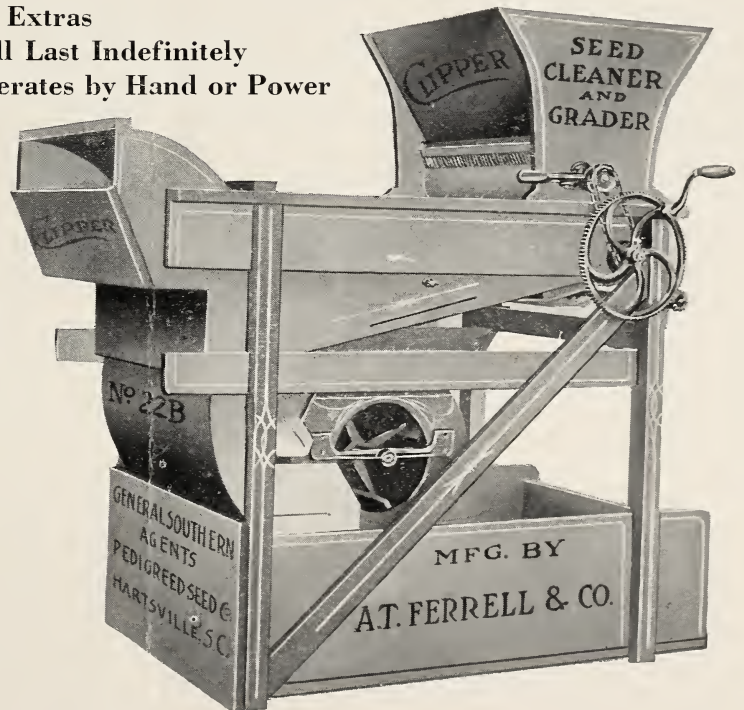
Soy Beans, Burr Clover, Kaffir Corn, Vetch, Milo Maize, Alfalfa, Millet, Rape, Crimson Clover, Onion Seed, etc. All "Coker's Special Clippers" are fitted with a **special assortment of Twelve Screens**. Write for special bulletin on Clipper Seed Cleaners.

Simple in Construction
Easy to Operate
No Complicated Parts

No Extras
Will Last Indefinitely
Operates by Hand or Power

CLEAN AND GRADE YOUR SEED

This fall is a good time to consider buying a Seed Cleaner and Grader. When you sit down and figure the **profit in increased yields** from planting seed graded on a Clipper Seed Cleaner, you will find that at the outside, it will take only one year for this machine to pay for itself on a TWO HORSE farm. **Can you afford not to make an investment that will yield a hundred per cent, and more every year?** We sell them on thirty days' trial, with money refunded if unsatisfactory.



Coker's Improved No. 22-B Clipper Cleaner is especially designed to clean and grade cotton seed as well as all general seeds. All three models are equipped with 12 screens. The No. 22-B and 2-B machines are furnished with both hand crank and power pulley while the 1-B is equipped with only hand crank.

PRICES:	Coker's Improved No. 22-B Clipper Cleaner	\$54.50
f. o. b.	Coker's Special No. 2-B Clipper Cleaner	46.50
Hartsville, S. C.	Coker's Special No. 1-B Clipper Cleaner	38.50

Business Terms

LOCATION—General Office and Seed Breeding Farms located at Hartsville, Darlington County, South Carolina, on the Atlantic Coast Line and Seaboard Air Line Railways.

VISITORS INVITED—We welcome visitors who are interested in the work we are doing, and, if notified in time, will meet them at the station on arrival. Many visit us each year—many from distant states and foreign countries.

PRICES—Our prices are cash with order. If remittance is not sent with order, it means a delay until we can write and receive the amount. Customers who have established their responsibility may have shipments made with sight draft attached to bill of lading. We make no special prices or reductions. We believe our seeds are worth what we charge for them, to one the same as another.

REMITTANCE may be made by personal check, bank check, money order, cash or stamps. We are not responsible for your remittance or order until it reaches us.

TEN PER CENT. DEPOSIT—On all cotton seed orders booked prior to December 1st for spring shipment we require a ten per cent deposit of the total amount of the order to be made on or before December 1st. On orders placed after December 1st, for later shipment, a ten per cent. deposit is required with order. Customers who have established their responsibility may place their orders for immediate shipment with sight draft attached to bill of lading.

METHOD OF SHIPPING—Small shipments to a distance are usually cheapest by Express or Parcel Post. If you are not sure about cheapest way to have shipment made, send us a sufficient amount to pay charges and we will send cheapest way and return to you any balance after paying charges. Large shipments are always cheapest by freight.

PREPAY STATION—If your station is a prepay freight station, the amount of freight charges must be added to your remittance. Shipments to prepay stations cannot be made order notify.

OUR RESPONSIBILITY—Our seed are all carefully tested for germination and purity before they are sent out. Attached to every bag of seed we ship is a card on which is printed the percentage of germination and purity of that particular lot of seed. In no case do we ship seed that do not measure up to the highest standard. However, under no circumstances will we be responsible for the germination of seed after they have been planted as there are many reasons for imperfect germination of planted seeds other than their vitality, and, in no case do we give any warranty, expressed or implied, as to descriptions, quality or productivity of our seed. If customer does not accept seed under these conditions they are to be returned at once.

YOUR RESPONSIBILITY—Examine your seed when you receive them and test them in any way you see fit. If, for any reason, they are not satisfactory, they may be returned to us within ten days after they are received, in the original package, at our expense, and we will refund entire purchase price. Customers must accept all responsibility for seed which have been in their possession more than ten days as the vitality of any seed may be lessened or killed after leaving our warehouse by subjection to moisture, heat, brine, chemicals, etc. Read carefully conditions stated under the caption "Our Responsibility."

WHEN THE SEED ARRIVE—Our seed are put up in substantial bags and delivered to the railroad in good order. When seed arrive in bad order, do not accept the shipment or pay the freight until your station agent makes a statement to that effect on your receipted freight bill. Send this freight bill to us and we will make claim and collect it from the railway company for you.

OUR CLAIMS—We make no claims which our seed do not prove; we give the best quality seed that careful and expert breeding can produce; we exercise a personal care in handling our seeds at every point, recleaning and eliminating all except the strong and vital; we sell only such as are of the highest standard germination and purity and we give actual percentage figures of every lot.

YOUR PROTECTION—Our seed are all sent out in bags labeled "Coker's Pedigreed Seed" and bearing our Registered Trade Mark. Each bag also bears the O. K. tag of our President and is officially sealed before leaving our warehouse. No seed is genuine "Coker's Pedigreed Seed" unless it bears our official O. K. under seal and our Registered "Trade Mark." Protect yourself by insisting upon having only seed bearing our official O. K. tag and Registered Trade Mark.

PEDIGREED SEED COMPANY

David R. Coker, President,

HARTSVILLE, S. C.